



WEBS Training Center Annual Report 2024

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WEBS Training Center

**Authored by: Clarice Williams, EA, MBA
Founder & CEO**



WEBS Training Center 2024 Annual Report



As we conclude 2024, WEBS Training Center celebrates a year marked by growth and success in empowering communities through education, health, and sustainability initiatives. Our commitment remains steadfast as we continue to drive impactful changes.

Pictured above is an event that showcases WEBS Training Center's "Salsa Sprout: Indoor Gardening Adventure" at VolunteerFest, engaging volunteers and families in sustainable practices through hands-on gardening kit creation.

"WEBS Training Center...offered volunteers an opportunity to participate in creating gardening kits...helping families grow fresh ingredients for salsa while discovering more about food sustainability." – Shayda Windle, Fairfax County Times, November 8, 2024

Key Programs

1. Low-Income Tax Clinic:

Our flagship program provides free legal assistance to individuals and families facing IRS tax controversies. We guide clients through audits, appeals, and disputes, ensuring they receive fair treatment and understand their rights. The program will include the Senior Tax Assistance & Resources (S.T.A.R.) Program, which offers mobile tax assistance and financial literacy to seniors, ensuring those with mobility challenges receive high-quality tax services and enhance their financial independence.

2. Salsa Sprouts: Indoor Garden Adventure:

This engaging program introduces young learners and their families to the joys of indoor gardening. Participants explore outdoor, indoor, and hydroponic gardening through the innovative Gardyn system, promoting sustainable living and nutritional awareness. To support this initiative, we will offer the Salsa Sprouts Kit for sale, allowing families to continue their gardening journey at home, fostering community bonds and food sustainability. Additionally, we are launching a Lemonade Beverage product, drawing on natural flavors to enhance community events and support program funding.

3. CPR Champions:

Our CPR Champions program is a community initiative creating a network of first responders in underrepresented communities. By offering hands-on CPR training, we ensure everyone, regardless of background, has the skills and confidence to act during emergencies. As part of our funding diversification, we are introducing a children's book focused on emergency preparedness and safety, empowering young readers.

4. Sunday Solutions: Georgetown's Path to Financial Literacy:

Sunday Solutions provides financial literacy workshops tailored to ESL and low-income families. Participants gain essential skills in financial management and tax preparation, promoting economic independence within the community.

5. JoMoClaire – Fundability Project:

This project offers free workshops empowering entrepreneurs with essential financial literacy to navigate business challenges. Our experience-driven insights go beyond generic resources, preparing participants to manage their businesses confidently.

As we continue to offer impactful programs, we are committed to diversifying our funding sources. By selling products such as the Salsa Sprouts Kit, our children's book, and the Lemonade Beverage, we aim to sustain and expand our services, ensuring continued empowerment and support for our communities.

Key Achievements

1. Salsa Sprout: Indoor Gardening Adventure

- **Event Participation:** At VolunteerFest, with sponsors like Walmart Spark, we engaged families and volunteers to create 60 Salsa Sprout gardening kits. Participants explored outdoor and indoor gardening, promoting sustainability.
- **Funding:** Supported by The Lego Foundation, Walmart Spark, Sam's Club, and OpenSeat Playfest.

2. CPR Champions Program

- In preparation for launching our CPR Champions Program, we are gearing up to build a network of first responders within underrepresented communities. The program is led by CPR licensed RN Calesha Sambo, with Clarice Williams and Donnyell Williams scheduled to become certified in CPR and Stop the Bleed lifesaving skills. All three will complete instructor training in the first quarter of 2025. This initiative aims to equip community members with essential lifesaving skills, ensuring swift and confident action in emergencies.

3. ChangeX Book Dash Initiative

- Distributed 95% of 500 books to promote literacy and environmental stewardship, with sponsorship from ChangeX and BookDash. Books were shared with Freemont Nursery in Winchester, VA, Dogwood Elementary, a Title I Program in Reston, VA, the 5 Peas in a Pod Learning Center in Georgia, and Salsa Sprout participants.

4. Community Engagement and Partnerships

- Engaged over 500 participants in regional service activities with Volunteer Fairfax.
- Advanced collaborations for a VITA site partnership with Loudoun County Government office in Leesburg, VA.

Financial Overview

Revenue: Generated \$15,390 through donations and grants, primarily funding program expenses and had \$1,015.00 in Net Assets to be used for program funding.

In-Kind Donations:

- **Total Value:** \$50,000, providing critical support through various contributions:
 - **Google Ads Grants:** Enhanced our digital marketing reach and community engagement.
 - **Microsoft Software:** The COO, Carol Carruthers uses this for planning and collaboration.
 - **Office Furniture:** Currently in storage due to the absence of secured office space; plans are in place to utilize or donate based on future developments.
 - **Marketing Services:** Boosted our brand presence and outreach efforts.
 - **Mentorship Programs:** Provided strategic guidance and leadership development.
- **Strategic Goals:** Diversify revenue streams, enhance donor engagement, and maintain financial transparency.

Program Impact and Metrics

- **Participants Served:** 925
- **Community Feedback and Success Stories:** Left on WEBS Training Center Google Maps Review: Angie Toney, a recent participant, shared her experience: "What an amazing event! WEBS really cares about the community. You can see the thoughtfulness in the planned out activity. The instructor was knowledgeable and passionate about the topic." – [Google Maps Review](#)
- At our Salsa Sprouts event on December 14, 2024, participant Olga Odhiambo applied tips from Program Leader ZaCorra Bronson on reviving herbs. Olga reported, "My cilantro came back to life a few days after using the techniques taught at the event." This practical impact underscores the value and reach of our educational initiatives.
- A learning center in Austell Georgia posted on their Facebook Page: "Thank you to Dr Carol Carruthers for your generous donation of the book "Let's go on a litter hunt" by Lyn Leventhorpe, Sue Adams & Nadine Reignier. Each child went

home with a book and we had enough to pass out to some children in the community.” - [5 Peas In A Pod Learning Academy LLC.](#) & [5 Peas In A Pod Foundation](#)

Leadership and Governance

Board Members:

- Clarice Williams, President
- Carol Carruthers, Treasurer
- LaToya Houston, Secretary
- Donnyell Williams, IT Cyber Operations
- Bill Berson, IT Leadership

Acknowledgments

Volunteers

We extend our heartfelt gratitude to the dedicated volunteers who have contributed their time, skills, and passion to advance the mission of WEBS Training Center. Your efforts have made a significant impact in our community.

Bill Berson	Sharlene Bradberry
ZaCorra Bronson	Shirline Broussard
Cathy Clark	Kayla English
LaToya Houston	Monique Kennedy
Nevaeh Robinson	Fatima Smith
Tracey Strickland	Daisy Strickland
Jessica Steels-Hunter	Danielle Williams
Donnyell Williams	Danielle Carruthers
Daphne Holiday	Mikayla Strickland

Thank you for your outstanding contributions and commitment to our cause. We look forward to your continued support in the years to come.

Challenges and Lessons Learned

- **Grant Application Process:** We learned the importance of conducting thorough grant research before investing time in applications. Evaluating the probability of securing funding has become a critical step, ensuring our efforts align with opportunities that have a high likelihood of success. The VITA application process, aided by guidance from our IRS Partner, highlighted the value of understanding relevant publications and guidelines.
- **Community Engagement:** Participating in county events proved vital for building brand awareness and connecting with our community. These events not only increased our visibility but also underscored the importance of consistent outreach and engagement.
- **Digital Presence:** We recognized the need to update our website as frequently as our social media platforms to maintain consistent communication with our audience. This became especially clear when our Facebook page was temporarily suspended, emphasizing the need for a reliable digital presence across multiple channels.
- **Grant Writing and Funding:** Grant writing has revealed itself to be an ongoing effort, comprising 80% of the work required to secure funding. We learned the importance of seeking more unrestricted funding, which would allow us the flexibility to hire experienced grant writers and ensure sustained support for our programs.

2025 Outlook

1. Salsa Sprouts: Community Fridge Project

- Launching in January in South Boston, VA, in partnership with South Side Outreach Group to address food insecurity, sponsored by Microsoft.
- Applying for additional funding to collaborate with other nonprofits and enhance existing Community Fridge Projects in Northern Virginia.
- Expanding product sales with Salsa Sprouts kits, generously donated by Fairfax County, VA, to promote sustainable living practices among families.

2. VITA Program Expansion

- Conducting volunteer training in January, with tax assistance services starting in February in Leesburg, VA, to reach underserved communities.
- Planning to apply for VITA/TCE grants upon opening in 2025.
- Seeking partnerships with local governments for financial and logistical support.
- Reapplying for a partnership with United Way after a previous application was declined and pursuing collaborations with AARP Foundation and AmeriCorps.

3. CPR Champions Program

- Hosting CPR Champion events throughout the year, offering hands-on training sessions. Introducing Babysitting CPR licenses, equipping young caregivers with essential skills. Participants will also receive backpacks with first aid supplies to enhance readiness and confidence during emergencies.

4. Continued Focus on Education and Health

- Expanding educational and health programs with an emphasis on sustainability and financial literacy to foster community growth and resilience.

5. Diversification of Funds

- Launching new fundraising efforts by selling children's books that align with our educational missions, along with lemonade beverages at community events. These initiatives aim to diversify funding and support the sustained growth of our programs. Additionally, we plan to apply for the Loudoun County CORE Aging and Disability Support Services opportunity to broaden our impact on older adults and individuals with disabilities, ensuring they receive comprehensive support services.

Conclusion

2024 has set a robust foundation for 2025. We look forward to furthering our impact through strategic partnerships and innovative programs. We invite board members and supporters to continue their invaluable contributions as we advance our mission.

Contact Information and Call to Action Join us in making a difference! For more information, please contact info@webstraining.org. Consider donating to support our ongoing initiatives.